SOCIAL SECURITY

Social Security Program Registered Representative Guidelines for Hosting Classes

Our partner will be holding SS educational workshops in your area soon and needs to secure hosts for these events. We will have the classrooms filled and need knowledgeable financial professionals to partner with to present the workshops.

Our partner is a community education organization committed to being the gold standard in SS adult education. Unfortunately, many other SS classes or seminars masquerade as being educational, but once the speaker gets in front of the room they also promote investments or investment companies. In order to be the gold standard of SS adult education, this is prohibited at all of SS workshops. The workshop must be 100% about SS and 0% investment promotion. Of course, the host should also disclose what he or she does in their “day job” as a financial advisor which is likely to lead to practice expansion opportunities. The fact that most of the workshop speakers are financial professionals in good standing only adds to the workshop's credibility. SS filing decisions shouldn't be made in a vacuum. Each host is uniquely qualified to help them with their knowledge on other retirement income sources. Therefore the host may discuss what they do for a living, but may not discuss any specific investments or investment companies. The workshop is easy to teach, and the SS maximization software is simple to use.

If a potential host is also a financial advisor, then the advisor should ask their compliance department for permission to host these workshops. Some Registered Reps and their broker-dealer will consider this an outside business activity (OBA), and therefore approve or disapprove the RR's ability to present accordingly. Typically if an OBA is not securities related, as is the case with our partner company, the B/D is comfortable with their RRs hosting the workshops.

The PowerPoint slides and script are provided. If the RR would prefer to present a different set of slides and script, then it must first be approved by our partner and must only be about SS. We will fill the classrooms with attendees between the ages of 54 and 65. The programs creators do not include any RR or B/D disclosures in its marketing materials. It is important that B/Ds and RRs understand that this workshop is only about the government entitlement of SS, and no investments will be discussed, sold, or promoted at the class. The blueprint for some B/Ds is that this is considered an OBA.

At the beginning of the class the speaker will introduce themselves as a local financial advisor who not only enjoys educating and helping the community learn more about SS filing strategies, but he/she is also looking to accept new clients into their practice. The students may accept an optional private strategy discussion about SS filing via a workshop evaluation form. After the educational presentation the RR will contact any interested participants to set up an appointment.